ORDER

Orders Order / Rev: 107832 Alt Order #: 06862161 Product Desc. NRSC/HELLER Estimate: Flight Dates: 10/10/12 - 10/20/12 Primary AE: Amy McCreary Original Date / Rev. 10/09/12 / 10/22/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact** Billing Type: Cash Billing Contact: Billing Calendar; Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser MRSC/ Heller for Senate Name: Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: 00 05:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PCAN, GEN Agency External ID.

Bili Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/20/12	48	\$36,300,00	\$30,855,00

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	48	\$36,300.00	\$30,855.00	0 00
Totals	48	\$36,300,00	\$30.855.00	0.00

Order %

100%

Account Executive Sales Office Sales Region Start Date / End Date Army McCreary Start Of Order - End Of Order Order Share Share Total

26%

\$36,300.00

Market	100%	\$139,615 38		
Competitive Share	Share	Total		
CABLE	0%	\$0 00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KLAS	30%	\$41,884.62		
KLVX	0%	\$0.00		
KSNV-	0%	\$0.00		
KTNV	20%	\$27,923.08		
KTUD	1%	\$1,396.15		
KVVU	18%	\$25,130,77		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	5%	\$6,980.77		

Account Executives

KSNV

Ln Ch	Start	End	Inventory Code		Start/End Ti	ime Days	Len Spo	ts	Rate Pri	Rtg Type	Snots	Amount
E 1 KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp	UANI-OLA	C 7-	-				113 176	0,000	Amount
					6-7a	TF	:30	2	\$450,002	0.00 NM	2	\$900.00
			M-F 6-7a WakeUp	w/Manners					•	0.00 1110		\$500.00
NEWS				Tin FFE gille (3								
Star	t Date E	End Date	Weekdays S	pots/Week	Poto	Doting.						
				POCSTANCEK	<u>Rate</u>	Rating						
Week: 10/0	18/12	10/14/12	TF	2	\$450.00	0.00						

Print Date: 10/22/12 16:55:41

Page 2 of 5

Order / Rev.

107632

06862161

Advertiser;

NRSC/ Heller for Senate

Alt Order #: Flight Dates:

10/10/12 - 10/20/12

Product Desc. NRSC/HELLER

Estimate⁻

R_____KSNV

	Ch	Sta				k Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 2	KSÑ'	V 10/1	5/12 10/16		akeUp w/Wa <mark>@M</mark> akeUp w/Wagner	6-7a	MT	30	2		0 00 NM	2	\$900.0
	NEW:			W-1 0-72 11	akeop wivagilei	5							
16		tart Date					Rating						
	_	0/15/12 / 10/14	10/21/ 5/12 10/16			2 \$450.00	0.00						
	KON	, 10/1.	7/12 10/10	3/12 Today Show Today Show		658a-9am	MT	;30	2	\$600 002	0 00 NM	2	\$1,200.0
	TODA			,									
14		art Date			Spots/Wee		Rating						
	Veek: 10		/12 10/12	12 MT /12 Today Show		2 \$600 00	0.00		_				
		10/11	/12 10/12	Today Show	СМ	658a-9am	TF	.30	2	\$600 002	0.00 NM	2	\$1,200 (
	TODA			,							·		
16	<u>St</u> 1.eek	art Date			Spots/Weel		Rating						
			10/14/1 12 10/12			\$600.00	0.00						
_ ~		10/12	112 10/12	Noon News	СМ	12–1230pm	F	:30	1	\$275 002	0.00 NM	1	\$275,0
	NEWS										1		
16	<u>St</u> eek: 10/	art Date			Spots/Week		Rating						
			10/14/1	2F /12 Noon News	1		0.00						
	110111	10/13	/12 10/15/	Noon News	СМ	12-1230pm	M	:30	1	\$275 002	0 00 NM	1	\$275 0
	NEWS										- 1		
144		art Date	End Da		Spots/Week		Rating						
_	eek: 10		10/21/1	2 M 12 The Agenda	1	\$275.00	0.00						
	KONV	10/10/	12 10/10/	The Agenda		1230-1p	- T - -	:30	1	\$225.002	0,00 NM	1	\$225 0
	AGEN			· · · · · · · · · · · · · · · · · · ·	. 200p								
147		rt Date	End Da		Spots/Week	Rate	Rating				- 1		
	eek: 10.		10/21/1	2 -T 12 The Agenda 1	1	\$225.00	0.00						
_ 0	1.0111	107117	12 10/11/	The Agenda		1230-1p	T	.30	1	\$225.002	0.00 NM	7	\$225 00
	AGENE												
167	<u>Sta</u> eek: 10	rt Date	End Dat		Spots/Week	<u>Rate</u>	Rating				- 1		
_	_		10/14/13	12 The Doctors	1	\$225.00	0.00		_				
		10,11,	12 10/11/	The Doctors	СМ	2pm-3pm	- T	:30	1	\$225.002	0.00 NM	1	\$225 00
[DRS												
16/6		rt Date	End Dat		Spots/Week	Rate	Rating						
	ek: 10/	_	10/14/12	2 The Doctors	1	\$225.00	0.00						
- 10	I.C.I.	10/10/	12 10/10/1	The Doctors	CM	2pm-3pm	MT	:30	2	\$225.002	0.00 NM	2	\$450 00
	DRS			200.0.0									
14/-		rt Date	End Dat		Spots/Week	<u>Rate</u>	Rating						
	ek: 10/		10/21/12	2 Dr. Phil		\$225.00	0.00						
- 12	KONV	10/11/	2 10/11/1	Dr Phil	СМ	3-4p	T -	:30	1	\$300.002	0.00 NM	1	\$300 00
F	HIL			_ , , ,,,,									
187=		t Date	End Date		Spots/Week	Rate	Rating				- 1		
_	ek: 10/(_	10/14/12		1	444.00	0.00						
	CONV	10/12/1	z 10/12/1	2 NEWS 3 at 4 4 4PM NEWS (1		4-5pm	F	:30	2	\$450.002	0.00 NM	2	\$900.00
N	EWS				nour,								
182 .		t Date	End Date		Spots/Week	Rate	Rating				J		
	ek: 10/0		10/14/12		2	\$450.00	0.00						
[CONV	10/13/1	4 10/15/1	2 NEWS 3 at 4 (4PM NEWS (1		4-5pm	M	:30	2	\$450,002	0.00 NM	2	\$900.00
N	EWS				nour/						}		
		t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	ek: 10/1		10/21/12	M	2	\$450.00	0.00						
. 15 K	(SNV	10/15/1	2 10/15/1:	2	CM	4-5pm	M	:30	1	\$450,002	0 00 NM	1	\$450,00

Print Date: 10/22/12 16.55 41

KSNV

Page 3 of 5

Order / Rev:

107632

0000040

Advertiser:

NRSC/ Heller for Senate

Alt Order#;

06862161

Product Desc:

NRSC/HELLER

Flight Dates:

10/10/12 - 10/20/12

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:30 PM-5 00 PM) **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$450.00 0.00 E 16 KSNV 10/12/12 10/12/12 M-F Early News СМ 5-630p :30 \$900,002 0.00 NM \$900.00 M-F Early News **NEWS** Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u> Rating Week: 10/08/12 10/14/12 ---F--\$900.00 0.00 E 17 KSNV 10/15/12 10/16/12 M-F Early News CM 5-630p MT----.30 \$900.002 0.00 NM \$1,800.00 M-F Early News **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 MT----\$900.00 0.00 E 18 KSNV 10/16/12 10/16/12 Jeopardy in PRIME CM M-SA 8-11p / SUN-T----:30 \$750.002 0.00 NM 1 \$750 00 Jeopardy in Prime **JEP** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$750.00 0.00 E 19 KSNV 10/11/12 10/11/12 M-F Jeopardy CM 630-7pm ---T---:30 \$750 00 2 0 00 NM a \$0.00 M-F Jeopardy JEP Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---T---\$750.00 0.00 Ch Date Range Spot <u>Description</u> Start/End Time Weekdays Length Rate Rtq Type 1 KSNV 10/08/12-10/14/12 M-F Jeopardy 630-7pm – – – Th **-**:30 (\$750 00) 0.00 NM Unresolved [PGM CHG = JEOPARDY IN PRIME] E 20 KSNV 10/10/12 10/10/12 M-F Wheel 7-730pm --W----:30 \$750.002 0.00 NM \$750.00 M-F Wheel of Fortune WHEEL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 10/08/12 10/14/12 --W---\$750.00 0.00 E 21 KSNV 10/16/12 10/16/12 Wheel of Fortune in PRIDM M-SA 8-11p / SUN-T----:30 \$750,002 0.00 NM \$750.00 Wheel in Prime WHEEL Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week. 10/15/12 10/21/12 -T---\$750.00 0.00 E 23 KSNV 10/10/12 10/10/12 FacetoFace/Ralston Rep@M 730-758pm --W----:30 \$450.002 0.00 NM \$450.00 FacetoFace/Raiston Report FACE Start Date End Date Weekdays Spots/Week Rating Rate Week; 10/08/12 10/14/12 \$450.00 0.00 E 24 KSNV 10/11/12 10/11/12 M-F News 3 at Eleven CM 11pm-1135pm ---T---30 \$775.002 0.00 NM \$775.00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---T---\$775.00 0.00 E 25 KSNV 10/15/12 10/15/12 M-F News 3 at Eleven 11pm-1135pm 30 \$775.002 0.00 NM \$775 00 M-F News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$775.00 0.00 E 26 KSNV 10/16/12 10/16/12 Tues PR 8-9p CM 8-9pm :30 1 \$2,400 002 0.00 NM \$2,400.00 Tuesday Prime 8-9pm VOICE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 \$2,400.00 0.00 E 27 KSNV 10/15/12 10/15/12 Mon PR 8-10p CM 8-10pm M----:30 1 \$2,400,002 0.00 NM \$2,400.00 Monday Prime 8-10pm

KSNV

Order / Rev:

107632

Advertiser:

NRSC/ Heller for Senate

Alt Order #: Flight Dates: 00000161

10/10/12 - 10/20/12

06862161

NFL Football

NFL

Product Desc: NRSC/HELLER

Estimate;

Rate Pri Rtg Type Spots Amount Inventory Code Break Start/End Time Days Len Spots Ln Ch Start End VOICE Spots/Week Rate Rating Start Date **End Date** <u>Weekdays</u> \$2,400.00 10/21/12 0.00 Week: 10/15/12 \$750.002 0.00 NM 2 \$1,500.00 E 28 KSNV 10/13/12 10/14/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ----55 .30 Sa-Su News 3 at Eleven **NEWS** Spots/Week Rating Start Date End Date Weekdays Rate ----55 \$750.00 0.00 10/14/12 Week: 10/08/12 \$225 00 :30 \$225.002 0.00 NM E 29 KSNV 10/13/12 10/13/12 News 3 Sunrise - SATURIM 6a-7a ----5-News 3 Sunrise SATURDAY **NEWS End Date Weekdays** Spots/Week <u>Rate</u> Rating Start Date 0.00 -----Week: 10/08/12 10/14/12 \$225.00 \$325.002 0.00 NM \$325.00 E 30 KSNV 10/13/12 10/13/12 Saturday Today :30 7a-9am Saturday Today SAT TODAY Start Date End Date Spots/Week <u>Rate</u> Rating Weekdays Week: 10/08/12 10/14/12 ----S-\$325.00 0.00 E31 KSNV 10/13/12 10/13/12 News 3 Today - SATUROM 9am-930am ----5-:30 \$300,002 0 00 NM \$300.00 News 3 Today - SAT **NEWS** Start Date End Date Spots/Week Rate Rating Weekdays ----s-\$300.00 0.00 Week: 10/08/12 10/14/12 E 32 KSNV 10/13/12 10/13/12 Sa-Su Early News 5pm-630pm ----5-:30 \$450 002 0 00 NM \$450.00 CM Sa-Su Early News NEWS End Date Spots/Week Weekdays Rating Start Date Rate ----S-Week: 10/08/12 10/14/12 \$450.00 0.00 :30 \$375.002 0.00 NM \$375 00 E 33 KSNV 10/13/12 10/13/12 Weekend Jeopardy/WheGM 630-730pm ----5-WKND Jeop/Wheel WH/JEP Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate 10/14/12 ----S-\$375.00 0.00 Week: 10/08/12 1130pm-1:02am ----S-E 34 KSNV 10/13/12 10/13/12 Saturday Night Live .30 \$750 002 0.00 NM \$750.00 CM Saturday Night Live SNL Spots/Week Start Date **End Date** <u>Weekdays</u> <u>Rate</u> Rating 0.00 \$750.00 Week: 10/08/12 10/14/12 ----5--30 \$225 002 0.00 NM \$225.00 E 35 KSNV 10/14/12 10/14/12 News 3 Sunrise - SUND&M 6a-7a ----S News 3 Sunrise SUNDAY **NEWS** Rating Start Date **End Date** Weekdays 4 1 Spots/Week Rate 0.00 \$225.00 Week 10/08/12 10/14/12 ----S 0.00 NM \$1.900 00 E 37 KSNV 10/14/12 10/14/12 Meet the Press 8a-9am ----S 30 1 \$1,900.002 Meet the Press MTP Spots/Week Rate Rating Start Date End Date Weekdays 1 4 1 Week: 10/08/12 10/14/12 ----S \$1,900.00 0.00 E38 KSNV 10/14/12 10/14/12 News 3 Today Wknd CM 9a-930am ----**s** :30 \$250.002 0.00 NM \$250.00 News 3 Today **NEWS** Rating Start Date **End Date** Weekdays Spots/Week Rate ----S \$250.00 0.00 Week: 10/08/12 10/14/12 E 39 KSNV 10/14/12 10/14/12 Chris Matthews 9:30AM SM \$375.002 0.00 NM \$375 00 9:30a-10a ----S :30 Chris Matthews SUN 9:30am CM Rating End Date Spots/Week Rate Start Date Weekdays | ----5 \$375.00 10/14/12 Week: 10/08/12 1P-9PM 1 \$8,000.002 0.00 NM 1 \$8,000.00 ----5 :30 E 40 KSNV 10/14/12 10/14/12 NFL Football CM

Print Date: 10/22/12 16:55:42

Page 5 of 5

Order / Rev: Alt Order#

Flight Dates:

107632

06862161

10/10/12 - 10/20/12

Advertiser:

NRSC/ Heller for Senate

Product Desc:

NRSC/HELLER

Estimate:

KSNV

Ln Ch Sta		Inventory Code		Start/End	Time Days	Len S	Spots	Rate Pri	Rtg Type	Spots	Amount
E 40 KSNV 10/1	4/12 10/14/12	NFL Football NFL Football	СМ	1P-9PM	S	;30	1	\$8,000 002	0.00 NM	1	\$8,000 00
Start Dat Week: 10/08/12	10/14/12	S	pots/Week 1	<u>Rate</u> \$8.000.00	Rating 0 00						
E 41 KSNV 10/1 SPORT NIGH		Sports Night in Las S Sports Night in Las		Sun 1135p-	1200aS	.30	1	\$200 002	0.00 NM	1	\$20 0 00
Start Date Week: 10/08/12	10/14/12	s	pots/Week 1	<u>Rate</u> \$200.00	Rating 0 00						
N 42 KSNV 10/10	5/12 10/16/12	NEWS 3 at 4 (1 HO 4PM NEWS (1 hour)		4-5pm	-T -	:30	1	\$725.001	0.00 NM	1	\$725.00
<u>Start Date</u> Week: 10/15/12	10/21/12	Weekdays Sg	ots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
N 43 KSNV 10/20	0/12 10/20/12	Weekend Jeopardy/\ WKND Jeop/Wheel	Nhe@M	630-730pm	5-	,30	1	\$525 001	0.00 NM	1	\$525 00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	Weekdays Sp	ots/Week 1	<u>Rate</u> \$525.00	Rating 0.00						
						_			Totals	48	\$36.300 0 0